SYNOPSIS

ONLINE SHOPPING IN BIHAR: A PARADIGM SHIFT IN BUYING BEHAVIOUR OF CONSUMERS :– AN ANALYTICAL STUDY

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INTRODUCTION

Introduction of personal computers and internet changed the way of living of people. At first, internet was only used for communication process; sending out information and gathering information. In 2010, about 550 billion documents can be found on the internet. Those documents are searched by more than 2 billion internet users in 2010 (Reuters, 2010). So it clears that internet is affecting behavior of people. Internet is considered as important parameters of economic and social life and one of main constructs of the future commercial landscape. In the year 1999-2000 internet boomed and it increased the popularity of online shopping. The concept of online shopping started with the launch of World Wide Web. Online shopping was invented and pioneered by Michael Atdrich in UK 1979. Charls Staks was the first person to create an online book store in 1992. Today due to vast use of internet in India the online shopping is increasing widely (Pandey BB, Barik Pratibha and Soni Vandana, 2015)

ONLINE SHOPPING SYSTEM

Marketers have noticed that there have been key changes occurring in consumer attitudes. There has been a shift in mind set of consumers towards rising aspiration and changing attitudes of lifestyle, recreation and entertainment expenditures. Market is flooded with an explosion of choices of products with seemingly very little difference between one another, which are often not even perceptible to consumers. This result in confusion to consumers so marketers have realized that success will be based on how effectively they have identified their customers' expectations from products and brand and satisfaction level. These marketers are engaged in gauging the consumer behaviour. Consumer behavior is the study of how individuals make decision on how to spend their available resources (time, money, and effort) on very consumption related items. So this definition clears the marketers to revolve every activity around the ultimate consumer and gauge their behaviour deeply. So consumer behaviour is the behaviour displayed by consumers in searching for, purchasing, using, evaluating and disposing of products and services that will satisfy their needs.

CUSTOMERS AND CONSUMERS

Customer refers to someone who regularly purchases from a particular store or a company. The term consumer refers to anyone engaging in any of the activities of evaluating, acquiring, using or disposing of goods and services. Therefore, customer is defined in terms of a specific firm while a consumer is not. Primary attention will be directed towards consumers who are those individuals, who purchase for the purpose of individual or household consumption. So, understanding a relevant markets can help marketers to analyse marketing opportunity. Market itself means – buyers, that is, necessary to understand the buyers around whom all marketing plans are formulated and implemented. In order to meet competition at market place, the marketing managers are using various methods to reach with the consumers. This means that in ever-changing marketing environment, marketers are taking a careful attention to study the buying behavior of consumers which will give basis for all marketing activities.

E- MARKETING

The exponential growth and proliferation of digital media technologies has revolutionized the global market place and engendered new business models and value proposition including e-commerce (Ahmed et.al 2015; Velasquez et. al 2009). So, e marketing can be defined as marketing of products and services on electronic media. It is a new tool of marketing in the world. It includes creative use of technologies to create catchy advertisements, forms, e- shop where products can be viewed, promoted and sold. E-marketing includes advertisements, product display, product negotiation, 3- D product view, basket selection, checkout and payment (Hooda Sanjay and Aggarwal Sandeep,2012). Internet marketing, interactive marketing and mobile marketing are all a form of e-marketing. Internet by allowing for direct, ubiquitous link to anyone anywhere in world allows company to build interactive strategies, interactive relations with customers and suppliers, and to deliver new products and service at very low cost (Gosh 1998). So strategy becomes e- strategy when marketers use digital technology for implementing strategy.

ONLINE SHOPPING

The invention of the internet has created a paradigm shift of the traditional way of people shop. Now a customer can become active at virtually any time and place and purchase products or services. The internet is a new medium at communication and number of internet users is increasing which also signifies that online purchasing is increasing (Jaines, L. J., W.C. and Scheufele A.D., 2003). Online shopping behavior or internet shopping behavior refers to the process of purchasing products or services via the internet. In online shopping process, potential customer recognise need for service or merchandise when they go to internet for information relating with that service or merchandise while searching, they are attached by a number of products which are fulfilling their need. Then they evaluate and compare the products and choose the best one. Finally, transaction is conducted and post sales services provided. (Liang and Lai, 2000)

The growing use of internet in India provides a developing prospect for online shopping. Internet has changed the way of consumers shopping and buying and selling goods and services and also has entered into global phenomenon. According to the survey help by industry in ASSOCHAM, e-commerce market in India rise 88% in 2013 to $16 billion. According to the report of IAMAI, June 2014, there were 243 million claimed internet users in India out of which 192 million are active internet users who access internet at least once a month. In urban cities, the penetration of active internet users is nearly 36% whereas in rural village the penetration is 6%. So, if e-marketers know the factor affecting the Indian buying behavior, their relationship and types of online buyers, they can make strategies to convert their potential customers into active ones. Many companies have started using internet with aim of cost cutting so that they can ahead of their competitors. Companies also use internet to convey information, to communicate, to sell the products, to take feedback of consumers and also to conduct 5 satisfaction surveys. Customer use the internet not only to buy the product online, but also to compare price, product feature and after sales services facilities. (Tiwari ShekharChandra, July 2014)

REVIEW OF LITERATURE

A literature review includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature review act as a guide for new researches and also helps in avoiding the rediscovery of known facts. In present usage of internet is increasing in the country as India occupies 3rd place in usage in Asian countries. By the increasing use of internet, consumer is also focusing on online shopping which has been very popular from last 15 years. Now companies are heavily investing in promotion by internet. So, various studies have been done in this field in India and the overseas and are discussed below:

Pandey B.B., Barik Pratibha and Soni Vandana (2015) in the article "online shopping catching up fast with the trend- Chhattisgarh" context defines that in India, internet penetration is catching up with the trend as of easy payment of modes, vast use of internet and growing technology. At present the new business models are focusing on e-retailing and providing services to e- customers. In the busy life consumers feel more convenient to buy online rather than to go to traditional market. It increases the online shopping. As in a single click shoppers can buy any product online within a minute. It is not rapidly increasing in India but also in Chhattisgarh state. The main focus of research is to know the catching up trend of e- shopping on e-consumer both 15 male and female. The study is done in three districts Rajnandgaon, Raipur and Bilaspur. Overall this study seeks to provide the prolific prospect for online shopping in Chhattisgarh. The study reveals that time, cost, discount, offers, variety of products , home delivery and mouth publicity are main features of online shopping which attracts consumers. It is also find out that males are more ahead in shopping as compare to females. All development in e-shopping is because of updated technology. Though, according to times of India, India is the third largest internet user in the world. But in rural area of Chhattisgarh due to limited knowledge of internet and poor connection it is not possible to connect with online shopping. Recently, The Government of India decided to connect every village with broad band interconnection and the telecommunication companies are also working to reach for the remote areas so Chhattisgarh will also rapid advanced sector for telecommunication.

Dayal Smita (Jan, 2016) in the paper an analysis of the social media influence on the online buying behavior of Indian Consumers attempts to capture the impact of social media on buying behavior of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category attempts to re-invent a certain space within the industry

together. Social marketing is using various tactics, tools, media and technologies across all components of marketing mix. Social CRM (customer relation management) includes simultaneous interactions and conversation with customers and in order to improve business processes, targeting, retaining, acquiring, understanding, listening to and collaborating with customers are important. And lastly, social networks have created a space for new services that is slowly being filled by small sized entrepreneurial companies. Social media thus implies a fundamental shift in the way firms interact with prospects, customers, employees and other stakeholders.

Lissitsa Sabina and Kol Ofrit (July, 2016) in the paper "Generation X vs. Generation Y – A decade of online shopping" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of 16 internet shopping and online purchasing behavior among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buys more due to high income and more free time.

RESEARCH GAP

After going through the literature in India and outside, it helped in finding out the research gap which helped in framing needs, scope and objectives of present study. It has been observed that substantial work has been done on online consumer behaviour, but such work has to be researched in the light of emerging challenges. No studies have been confined to assess online shopping behaviour of consumers of Bihar. There exists a research gap among various studies available so far. Therefore, the present study has been undertaken on online shopping behavior of consumer of Bihar.

RESEARCH DESIGN

Research design includes how data is to be collected and what instruments will be employed for analyzing the data. So, research design is the arrangement of conditions for collection and analysis of data in a manner that significant results are to be found out.

IMPORTANTS OF THE STUDY

Today, businesses around the world recognise the fact that "the consumer is the king of market". And consumer behavior helps the firm to know how to please "the king". Without consumer satisfaction, organisation cannot grow. That is why basic 17 concept of marketing which was just to sell the product has been replaced by the customer satisfaction. Organisations are continuously trying to capture market and to reach with consumers by using different means of communication. With rapid change in technology, organisations found an interactive way of communicating with each other and with consumers through internet. So, e-marketers have added 2 additional P's that is partner and people. As pointed out in literature, there is general feeling that businesses are coming up with e-marketing strategies as internet has long impact on marketing. With reference to India, it has a long way to go in online marketing as India occupies 2nd position in using internet world wide. This also paves way toward online shopping. Consumers especially students have positive attitude towards online shopping as they adopts new changes easily. Online shopping consumer behavior which helps in grabbing eyeball of money helps in identifying and understanding the factors that influence the consumer intention to buy through online and also helpful in creating strategies which derive the consumers to buy online. So, impact of these factors on behavior of youth consumers still needed to be harnessed. Hence, a lot of work has been done in this regard but there exists a research gap too as no work has been done in context of Bihar. Study will help in fulfilling these gaps which is beneficial not only for consumers to buy online but also for marketers in creating strategies which will help in deriving the consumer to buy online So, proposed study would focus how far these variables are relevant and how much they influence consumer's intention to buy online.

OBJECTIVES OF THE STUDY

1. To study the impact of various media on online shopping.
2. To study the awareness of e-marketing among consumers.
3. To identify the factors influencing online buying behavior of consumers.
4. To study the factors influencing the consumer to switch from offline to online buying and vice-versa.
5. To study the find out present position & future trend of online shopping.

HYPOTHESES

Following hypotheses are laid down for the study:

1. Demographic profile of consumers and their awareness regarding online shopping are not associated.

2. Social media users have no impact on framing a favorable opinion for online advertisement.

3. Data privacy, case of comparison and feedback availability has no impact on online shopping.

4. Consumers reviews and service information regarding product or service are not associated with online shopping.

SCOPE OF THE STUDY

The proposed study is wide; hence the scope of the study is limited to Bihar. Consequently, study undertaken will include consumer behavior towards online shopping in Bihar. The time period for the study will be restricted to five years. Moreover, to study the behavior of young consumers various factors which have impact on behavior would be studied. To carry out research work, area of study will confined to three District of Bihar- , Kaimur,Rohtas,Buxer. These District will be selected because of available number of educational institutions are there. From these institutions, young consumers having different demographic profile will be contacted.

RERSEACH METHODOLOGY

DATA COLLECTION

To accomplish the objective of the study both primary and secondary data will be used. Primary data will be collected from consumers of Bihar. by using the questionnaire method and direct personal interview method. The questions in questionnaire will be multiple choice questions and forced answers. In some of questions, factor analysis will be used to rate the answers. Researcher will also use the direct personal interview method to know the response of customers. Secondary data will be collected from various survey conducted by internet and

mobile association of India, various journals of online marketing, existing literature, and newspapers etc.

SAMPLE DESIGN

Multistage sampling will be used to acquire the relevant information from the respondents. In the first stage, three District of Bihar will be taken keeping in view the concentration of maximum education institutions in these District . In second stage, from each District one government and private Institutions, one government and private college and one government and Senior secondary School would be taken. In third stage, 30 students will be contacted keeping in view different demographic profile by using judgment sampling. Thus it would make sample of 540 respondents

District	Institutions		Colleges		Senior Secondary Schools		Total
	1 Government	1 Private	1 Government	1 Private	1 Government	1 Private	
Kaimur	30	30	30	30	30	30	180
Rohtas	30	30	30	30	30	30	180
Buxer	30	30	30	30	30	30	180
Total	90	90	90	90	90	90	540

ANALYSIS AND INTERPRETATION

For analysis and interpretation of data, various mathematical and statistical tools will be used. Data will be arranged through coding and tabulation according to the requirement of analysis. Various tools like percentage, mean, correlation, chi-square (as a test of goodness of fit), factor analysis and ANNOVA shall be used for analysis and interpretation.

TENTATIVE CHAPTERIZATION

CHAPTERS :

1. Introduction
2. Origin of online trading
3. Online shoppingin Bihar & buying behavior
4. Present position of Online shopping in Bihar
5. Problems & prospect of online shopping and young buyers behavior
6. Conclusions & Suggestions

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